

**REMARKS BY PRESIDENT WAYNE CLOUGH**  
**Seattle Roll-out**  
**May 25, 1999**

Good evening. It is a pleasure to be back in Seattle with my fellow Georgia Tech alumni. This is the one place in the world where it is legitimate for Tech alumni to say "Go Dawgs," because everybody knows you are talking about the Huskies. I used to be on the faculty of the University of Washington, so I have an appreciation for Huskies, which, as all of you know, are a completely different species from bulldogs.

Seattle has homegrown two of the most amazing phenomena of the information age – Microsoft and Amazon-dot-com. Speaking of Microsoft, did you know that the two most powerful men in the world have two things in common? They are both named Bill. And they both got into trouble for the same thing: they neglected to disconnect their browser from their operating system.

Seattle also spawned the gourmet coffee craze that put latte head-to-head with Coca-Cola as America's favorite beverage. And if you have a chance to get back to the Tech campus, you will find that you can now get a cup of Starbucks in the bookstore mall.

These are just a few of the areas in which Seattle has run out ahead of the nation, setting the trends, creating the products that have come to characterize life in America. Yet, you have also led the way in environmental conservation, and the Pike Place Market still has the same flair after 92 years. You know how to preserve from generation to generation what is good and important and essential to life.

We're trying to do same thing at Georgia Tech – to cherish the enduring foundations and traditions that have made us great, and at the same time make the changes and meet the challenges that will and keep us out there on the cutting edge in the days ahead.

This event tonight is nominally about our Capital Campaign, but of course what it is really about is Georgia Tech and its future. So tonight I want to take a bit of time to talk about Georgia Tech... how far we have come and where we can go in the future.

Technology has made Georgia Tech a special university with a special opportunity. We are a technological institution in a world ever more driven by technology. And we have the advantage of a foundation built by generations of Tech people who stayed the course and did not let themselves stray from the basics.

When I returned to Tech as president back in 1994, we faced some very real challenges. Yet in my heart of hearts I knew Tech was poised to achieve remarkable things. To do so, required us to remain focused, to respect the power of our traditions, to attract the best talent, to apply our energies in the right places, and to build the resources needed to take advantage of our opportunity.

To a large extent, we have succeeded in doing many of these things. For example, our state-of-the-art Olympic housing is running close to 100 percent occupancy, and our new athletic facilities are being used to best advantage. Techwood Homes no longer exists. Centennial Park, a brand new neighborhood of multi-income housing, has replaced it. And we are in the process of changing other neighborhoods around our campus by attracting high-tech companies that want to be close to a knowledge-driven institution.

We are also attracting top faculty. Three years ago the National Science Foundation introduced the CAREER Award, a recognition given to the young faculty who show the greatest promise in engineering and science. To date, Tech's faculty has received 33 CAREER Awards. We rank third in the nation by number of awards, and we lead the nation with the highest concentration of CAREER Award winners among our faculty.

In the last four years, our faculty has helped to bring four national centers of excellence to Georgia Tech, ranging from semiconductor design to biotechnology, from earthquake engineering to tissue engineering. The most recent of these is the semiconductor design center, in which Georgia Tech is the leading agency for a coalition that includes MIT, Stanford and Cornell.

At the heart of all of this activity are our students. We have two dozen students from the state of Washington on the Tech campus right now – 14 undergraduates and 10 graduate students. That is an accomplishment, given the long distance from here to Atlanta and the fact that Washington has outstanding universities of its own.

With a new and more informed admissions procedure, we are doing a better job of selecting well-rounded students to attend Tech. While we continue to choose the most academically talented young people from the thousands who apply, we are also seeking

those who have heart and desire. This year's freshman class is the largest in our history by 400 students. It is the most diverse, the most talented, and it has the most Georgians.

Am I biased about how good our students are? Last year 1,300 companies, a record high, came to campus hoping to hire some of our good folks. That's what you call the bottom line, and it shows the power of combining a Tech education with hard-working, talented young people.

Take our faculty, our students and our focus, and you have a rate of growth in recognition that hardly any other university has achieved. Today *U.S. News & World Report* ranks us as one of the top ten public universities in the nation. Our College of Engineering recently moved into third place nationally, behind only MIT and Stanford. In addition, the College of Computing plus 15 other schools and programs at Tech are ranked in the top 15.

And at a time when universities and colleges are under increasing criticism for high cost, Tech remains a remarkable bargain. Last August, the Kiplinger report evaluated over 1,000 universities and colleges and named Tech as one of the top ten best educational bargains in the nation. In a world where celebrity and fluff often win over substance, Georgia Tech stands out as a real deal. As Dizzy Dean said, “It ain’t bragging if you can do it.”

So what’s left for us to do? The answer is, a lot, particularly if we are to measure up to our potential and our goals. Georgia Tech has the capability that few do in that it can become one of the small number of universities that are called world-class.

Achieving world-class status calls for hard work and funding to invest in new facilities, in hiring more top faculty in emerging fields, and in creating a campus that will serve our future. Since

1994, we have completed or have under construction over \$200 million in new buildings.

This is a good start, but we have a small campus where half of the buildings are 25 years old or older. Today's cutting-edge science and engineering cannot be done in buildings with antiquated wiring and plumbing. The remarkable markets for distance learning and executive education cannot be served in old classrooms.

Each year we attract several thousand applications for President's Scholarships, but we can award only about 75. We are losing a lot of top students to other schools, because we cannot compete with the breadth of scholarships they are able to offer. We can strengthen our ability to attract outstanding students by expanding our scholarship programs to be more competitive.



One of the most critical measures of excellence at a university is the excellence of its faculty and the level of resources it provides for faculty. Schools like MIT and Stanford consistently outrank us because of their ability to attract outstanding faculty across the board in all programs. We already have a strong faculty, but we can make it even better by increasing our endowed chairs. The capital campaign has already endowed 32 chairs, more than doubling the number we had before the campaign began. And we are hoping to be able to endow another 10 or more chairs before it's over.

That Gator Bowl victory was so sweet and made all of us so proud to be Yellow Jackets. But we cannot compete in one of the nation's top athletic conferences with only half the sports programs of our fellow universities. Stanford offers 34 inter-collegiate sports. The average for our fellow members in the ACC is 22 sports. Tech only offers 16. We need to develop a broader, more well rounded program of inter-collegiate athletics.

These are some of our challenges.

Yet as you well know, Tech has never shied away from a challenge. And we certainly are not going to start now on my watch.

You, our alumni... you who built our strong foundations... can help us get to the ranks of the world's top universities.

You who survived drownproofing; who pulled dozens of all-niters studying for exams; who rode, marched or cheered in the Ramblin' Wreck Parade... You who know that "the Hill" has nothing to do with our nation's Capitol, and that Rose Bowl Field is not in California, but on Fowler Street... You who spend cool fall nights glued to the tube, cheering on your favorite team and wishing you could be back at Bobby Dodd Stadium... who continue to insist that the Varsity is a culinary experience second to none... who

continue to shout “To Hell with Georgia” like your parents before you... And, finally, you who have “gotten out” but have never gotten over your love for Georgia Tech.

You are the key.

You know I am committed, and I seek your help in realizing our dream for a great future for our alma mater and all those who come after us.

Thank you.